

Quote

the weekly digest

Volume 35—Number 6

Week of February 9, 1958



Reprinted from *Revue* (Munich)

18th year of publication

QUESTING WITH

Quote

Frances C Thayer, head of Subliminal Projections (the outfit that flicks those subtle suggestions on movie screens so quickly your eye can't catch 'em) predicts that within a yr most of the drive-in theatres will be showing subliminals to boost the sale of food and drink. The viewer's only protection, presumably, will be a full stomach or an empty purse. But perhaps somebody will come out with a potion to neutralize the spell of these hidden hypnos.

”

From up New England way comes word of the 1st casualty from one of those powered golf carts. Fellow wasn't badly hurt, it seems. But he just about wrecked a wisecrack coined by *Changing Times*: "The advantage of golf is that it gives a person a chance to be a pedestrian without the danger of being run over."

”

We weren't surprised to run across a statistic to the effect that the number of psychiatrists practicing in the U S has jumped 57% in the past 5 yrs. But this statement does serve as a sort of introduction to an across-country survey lately concluded by Associated Press.

The AP queried our folk as to their reactions concerning the advent of the sputniks. By and large,

they confessed that these Moscow moons had clobbered their convictions and brought on an outsize crop of butterflies in the belly. There was, however, one notable exception: A Los Angeles psychiatrist said he felt more secure than a yr ago; his practice was growing bigger all the time.

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Perhaps the Los Angeles psychiatrist just mentioned has some patients amongst the cowboy contingent of neighboring Arizona. Friend of ours from out that way says the boys are ripe for reorientation. Masters of the pouch-and-paper routine, they're about to go nuts trying to devise a hand-rolled cigaret with a filter tip.

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Another considerably confused citizen is Horace W Wigger. Arraigned in London, Eng, for stealing a bathroom scale, he confided to the magistrate: "I don't know why I did it. I have no bathroom."

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One of our scouts trekking the wilds of darkest Africa contributes a lighter note: The Bantu natives, it seems, are no longer burdening their offspring with such names as "The Roll of Thunder." Now they are proudly bestowing "civilized" names such as "Jeep," "Camera" and "Beer."

may we QUOTE



you on that?

[1] Lt Gen DONALD L. PUTT, Air Force deputy chief of staff for development: "Man is poised at the very edge of sustained journeys into space. We are only a step removed from a manned satellite." . . . [2] Sen HENRY M. JACKSON (D-Wash): "The U S should be able to send a rocket to the moon within a few months. The exact time given to us is classified, but it's shorter than you think." . . . [3] Vice Pres RICHARD M. NIXON: "We can look on the *Explorer* satellite launching as only the 1st down in the 1st quarter of a game." . . . [4] Unidentified U S scientist, *on future satellite endeavors*: "It's like getting olives out of a bottle; once you've got the 1st one, the rest come easy." . . . [5] Gen NATHAN TWining, chmn, Joint Chiefs of Staff, *on interservice rivalry*: "We are ready to fight as a team, today or any day." . . . [6] Sec'y of State JOHN FOSTER DULLES, *on successful launching of Explorer*: "It demonstrates to all the world that when we put our minds to it we can do almost anything that can be done." . . . [7] RICHARD PORTER, scientist, *asked if any living thing was on U S satellite*: "Not intentionally; but a Fla cockroach may have climbed aboard." . . . [8] Dr WERNHER VON BRAUN, Army missile scientist, *queried on likelihood of collision between satellites*: "Space is a pretty big place, you know. It's even bigger than Texas." . . . [9] CHRISTOPHER VON BRAUN, 12-yr-old nephew of Army missile scientist, *seeking to accom-*

pany uncle on 1st space ship to the moon: "There's no prestige in going on the 2nd voyage." . . .

[10] Sen CHAS E

POTTER (R-Mich): "Why appropriate money to train scientists when we already have 96 senators and 435 representatives who consider themselves scientific experts—every one of them trained and developed since the Oct sputnik launching." . . . [11] Sen NORRIS CORRON (R-NH) *on the Washington situation*: "There are a lot of grindstones around here in need of noses." . . . [12] Rep EDGAR W. HIE- STAND (R-Cal): "This may turn into a Buck Rogers congress. It's difficult to tell whether we are planning a defense against Russia or Mars." . . . [13] W T SATISFIED DONETHEGETAWAY, former Negro slave, *celebrating 103rd b'day at Dallas, Tex*: "Money, education, television and pride done ruint the United States!" . . . [14] W Va hunter, *finned for a deer-law violation, sent \$2 for a subscription to the conservation dept's magazine*: "I know it carries a record of game-law prosecutions and I'd like to see my name in print just once."

Quote

moving finger



There's a story of 2 women who occupied adjoining seats aboard a bus in a middle-class residential area. They struck up a casual conversation and one queried the other as to her husband's occupation.

"Oh, he's a brick-layer," was the reply, "but his wages is so high he can't get any work."

This paradoxical response answers rather effectively a question that must have been perplexing a number of our readers in this period of slackening trade.

"If business is slow," we ask, "why haven't the manufacturers reduced prices?" After all, that has been a generally recognized practice in the recessions we have heretofore encountered.

Well, there have been some moderate price reductions, and we are likely to see a further weakening of prices. But the primary factor that militates against price-slashing is the modern labor structure. A generation ago the man who could not get \$1 an hr in slow times took 80 cts, or even 70 cts, to keep busy,

and trimmed his expenditures accordingly.

Labor is still a commodity in the sense that a workman's compensation rises and falls with demand. But the limits — and particularly the limits of decline—are pretty firmly fixed by union wage regulations and other commitments. In numerous cases long-term contracts carry automatic wage increases well into the future. The philosophy that workmen must receive increasingly more compensation is almost universally accepted in industry. True, in slack periods there is less active bidding for labor at above-scale incentives; a worker's overtime may be reduced; his employment may be terminated. But if he works at all he draws at least his high basic hourly wage. And labor, of course, determines the cost of our raw materials and finished wares.

This condition makes it impracticable for the manufacturer—already pressed by other inflexibles—to reduce prices substantially. It begins to look as tho we may be in for the highest-priced recession in our national history.



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QUOTE is issued weekly by Droke House, Indianapolis 6, Indiana. Subscription: \$7.50 per year in advance, in U.S. and Possessions. Two years \$12.50. Your own and a gift subscription, \$12.50. Canadian, \$8.00; two years, \$13.50. Other Foreign, \$9 per year. Entered as Second Class Matter at the Post Office at Indianapolis, Ind., under Act of March 3, 1879. Persons making use of material from QUOTE should give credit to the original sources as they appear. All unidentified items may be credited to QUOTE.

Quote

Quote the weekly digest

"He who never quotes, is never quoted"

Charles Haddon Spurgeon



ACTION—1

To live in a satisfied world is to live in a stagnant world.—WAYNE ANDREWS, "The Ambitious, Busy 19th Century," *House & Garden*.

ACTION—Inaction—2

Waste today lamenting tomorrow and you'll waste tomorrow lamenting today.—ARNOLD H GLASOW.

ACHIEVEMENT—3

Matisse worked with infinite pains and patience. Twenty yrs ago in his sunny, bird-filled Paris studio, he told this writer, "Each picture, as I finish it, seems the best thing I have ever done. And then, after a while, I'm not so sure. It's like being on a train to Marseilles. I know where I want to go. Each picture completed is a station that much closer to my destination. When I feel that at last I have arrived, I stop work. Only a little while later, I begin to think that I never quite made it. I got sidetracked at Lyons, say, and I must push on further."—EMILY GENAUER, "Art in the Home," *Woman's Day*.

AGRICULTURE—4

The critics of agricultural research apparently aren't influenced by history. Right now, about 170 million Americans are living extremely well on the same number of acres where only a million Indians nearly starved not too many

YRS ago. Agricultural research of all kinds has probably had as much to do with this tremendous achievement as has any other factor.—DICK HANSON, editorial, *Successful Farming*, 2-'58.

BEHAVIOR—5

Duffie Daugherty, coach at Michigan State, recently described the qualities he looks for in his athletes at the Univ. "Of course, we like them big," he said, "but we'll settle for players with 3 kinds of bones—a funny bone, a wishbone and a backbone. The funnybone is to enjoy a laugh, even at one's own expense. The wishbone is to think big, set one's goals high and to have dreams and ambitions. And the backbone—well, that's so a boy will have the gumption to get up and go to work and make all those dreams come true." —ROLAND F MEISSNER, Jr., "The Hot Dog Stand on the Highway," *Nytic Review*, N Y Life Ins Co, 1-20-'58.

" "

Most people seem to kill their instinct—this valuable, God-granted gift — with understanding. — *Ihre Freundin*, Karlsruhe (Quote translation).

Quote

washington

By Les & Liz
Carpenter



Washington ladies lucky enough to be invited to a series of White House dinners vied with one another in lavish gowns. But 2 items of male attire caused the most conversation. Sen Geo Malone (R-Nev) showed up in white cowboy boots with white tie and tails; FCC Commissioner Rob't Lee wore the opera hat he once borrowed from the late Sen Jos McCarty (R-Wis) and "never ret'd, because we happened to have the same head size."

" "

Even after 45 yrs in Congress, Speaker Sam Rayburn sorts from his mail, for prompt personal ans'r, all letters written with lead pencil. "I figure," he says, "if a man writes me with a pencil, his problem is pretty important to him."

" "

In a recent Congressional discussion of the agricultural situation, Sen Barry Goldwater (R-Ariz) read this letter from a constituent: "My friend Bordeaux over in Prima County rec'd a \$1,000 check from the gov't for not raising hogs. So I am going into the not-raising-hogs business. . . These hogs I will not raise will not eat 100,000 bu of corn. So, will you pay me for not raising 100,000 bu of corn not to feed the hogs I am not raising?"

Quote

CENSORSHIP—6

Recently a friend of mine spoke on the telephone with his mother in Budapest.

"My son," the old woman said, "my only confort is that you escaped. It's horrible and gets every day worse and worse. . ." "You shouldn't speak like this," the shocked son ans'd, "your illness is not so bad. . ." At this moment the censor interrupted the conversation with, "You needn't speak in metaphors. I am busy reading my detective story."—SUSAN FALUDY, "Prisoners of Freedom," *Twentieth Century*, London.

CHARACTER—7

Far too much of the trouble in the world today is due to the fact that promise-keeping has gone out of fashion.—RUTH TAYLOR, editorial, *Journeyman Barber*.

CHILD—Guidance—8

If you're going to make a pal of your boy, don't do it until after he has had quadratic algebraic equations.—Banking.

CHILD—Training—9

Remember that altho there isn't anything you would not do for your children, they're better off paddling their own canoes. They need to face real-life situations where they must use their own judgment. When they are away from home, they will put to good use the problem-solving techniques they learned as children. They will thank you for training them to feel that their own efforts really counted for something. And this feeling of self-security will help your children to face the ups and downs of every-day living.—C HOWARD SMITH, "How to Quit Waiting on your Kids," *Better Homes & Gardens*.

book briefs ...



Cleveland Amory, who will be recalled as the implacable ghost who walked out during the course of constructing a too-treacly biography of the Duchess of Windsor, tells of a friend who ghost-wrote a popular politico-diplomatic-autobiographical book to which, naturally, his name was not appended. A N Y lawyer, asked to review the book (which so far as he knew, had been written by his distinguished colleague) cast about for a dependable ghost. And as you may have surmised, the ghost-written book was duly and dutifully reviewed by the man who had concocted it in the 1st place!

" "

The U S Office of Education has just issued a volume, *Education in the U S S R*, which gives considerable information on the present status of the school system in Russia and the satellite countries. It is available thru the Gov't Printing Office, Washington 25, D C, at \$1.25.

" "

Rob't Paul Smith, author of last season's popular *Where Did You Go? Out*, has just come up with a new one, *Translations From the English* (Simon & Schuster) decoding sundry euphemisms and circumlocutions. Resolutely resisting temptation, we quote only 2 examples. From the lexicon of the teacher: "I think of him as a real challenge." (This means that obscenity and blasphemy are not per-

One way you can improve yourself is by writing your biography.—FRANKLIN P JONES.

”

mitted to a teacher. Possibly his parents *are* married and the mother does not bark.) From repairman: "If it was mine. . ." (If it was his, he wouldn't have it. He'd sell it to you.)

" "

Five yrs have now passed since the *Revised Standard Version of the Bible* was published by Thos Nelson & Sons. How goes the sale? The Messrs Nelson rep't that it goes very well, indeed. A total of 5,500,000 copies have thus far been marketed. And sales continue steadily in the gen'l area of a million copies a yr.

" "

When McGraw-Hill publishes Herbert Hoover's *The Ordeal of Woodrow Wilson* in April, it will constitute a unique event in our history. Never before has a President of the U S written a book about another President of the U S . . . Welcoming back Fu Manchu to the realm of the suspense novel, P G Wodehouse says there are times when a fellow needs a fiend.

Quote

CONFORMITY—10

It is one of the most serious dangers of any highly organized society such as ours that it encourages, especially in times of stress, the development of the organization man, the social and intellectual conformist, the well-balanced and well-adjusted individual, and tends to discourage, if not suppress, the unique, the different, the independent, the pioneer. — CLARENCE FAUST, pres, Fund for the Advancement of Education, *Elementary School Jnl.*

COST-OF-LIVING—11

There was news last wk for Americans who think their living costs are rising too fast. Since 1953, a new survey by UN showed, costs have risen by more than the 6 per cent increase of the U S in at least a dozen other nat'ns. In Britain, living costs went up 18 percent. In Brazil, it was a 107 percent rise. Bolivia's living costs skyrocketed by 2,276 percent.—*U S News & World Report.*

DEFENSE—12

We have defiled our intellect by the creation of such scientific instruments of destruction that we are now in desperate danger of destroying ourselves. Our plight is critical and with each effort we have made to relieve it by further scientific advance, we have succeeded only in aggravating our peril. . . Missiles will bring anti-missiles and anti-missiles will bring anti-anti-missiles. But inevitably, this whole electronic house of cards will reach a point where it can be

constructed no higher. . . When that times comes there will be little we can do other than to settle down uneasily, smother our fears, and attempt to live in a thickening shadow of death.—Gen OMAR N BRADLEY, in recent address.

Quote scrap book

To commemorate Presidents' Day (Mar 4) which has for its purpose the fostering of a better understanding of the American way of life, we repeat this inscription chiseled on historic Plymouth Rock:

Reader! History records no nobler venture for faith and freedom than of this Pilgrim band. In weariness and painfulness, in watchings, often in hunger and cold, they laid the foundations of a state wherein every man, through countless ages, should have liberty to worship God in his own way. May their example inspire thee to do thy part in perpetuating and spreading the lofty ideals of our republic throughout the world.

DOGMA—13

Dogmatism is puppyism full grown.—DOUGLAS JERROLD, *Personnel Jnl.*

EDUCATION—14

As long as we pay Elvis Presley as much in one yr as the combined salaries of the faculty mbrs at a univ, we're not going to solve the problems of American education.—Rep GEO S McGOVERN (D-S D).

Quote

EDUCATION—Cost—15

It was the American people who decided to have more babies, and that those babies should go to college. All we in the colleges are doing is saying to these people: "You are quite within your rights in having babies, and in wanting them to go to college, but you will have to pay the cost, just as you pay for your automobiles and refrigerators—yes, on the installment plan, if that is necessary."—Dr LEE DUBRIDGE, pres, Calif Inst of Technology.

FAMILY LIFE—16

Ours is an age of responsibility that calls, not for knowledge alone, but for thought, for the recognition of relationships and differences, for wisdom and for the ability to communicate it. And the preparation of a civilized man for his search for truth, for beauty, for humanity, for good must begin with the family and in its house.—WM H LOWE JR, editor, *House & Garden*.

FREEDOM—17

Freedom is a mirage on the desert. If you reach the place it seemed to be, you will find it dry, because being free means that you are no longer needed or loved by others. It would be a death, a dusty taste in the mouth. Those who are completely free of any obligations or loyalties or responsibilities are the loneliest people on earth. — JOSEPHINE LOWMAN.

FRIENDSHIP—18

The joy of this world, when you have summed it up, is found in the making of friends.—WM C WOLFMULLER, *Ensign*, published by U S Power Squadrons.

GOD—and Man—19

A book that appeared a few yrs ago told of the experience of an American woman who lived with her husband on an African rubber plantation. A native boy asked her, "When a white person sees God, has God a white face?" It was a question which had been long in his mind, so the American woman ans'd with great care. "I would fear to look upon the face of God, but I tell you what I think . . . I think the side of God's face that is in the sun will be bright, and the side toward the night will be dark so that no one can say that the face of God is any color at all." The boy was impressed and said, "Missy, tonight in the camp I will tell people what you tell me just now. It can make all glad."—GENE E BARTLETT, "The Best Is Yet to Be," *Watchman-Examiner*, 1-2-'58.

GOOD—Evil—20

The saintliest of men has his foibles, and the most hardened of criminals is good to his mother.—FREDERICK C NEFF, Rutgers Univ, "Education and the Cult of Certainty," *Phi Delta Kappan*, 1-'58.

HEROES—Washington—21

Wonder where we'd be if Washington had refused to answer his country's call for fear it would incriminate him. — BURTON HILLIS, *Better Homes & Gardens*.

HOUSING—22

Sad Fact of Life—Cheap houses seldom stay so. — DAN KIDNEY, *Scripps-Howard Newspapers*.

Quote

gem box



"... the only thing we have to fear is fear itself."

A quarter of a century has passed since the inauguration of FRANKLIN D ROOSEVELT, on Mar 4, 1933, but the event is certain to win an enduring place in our nat'l history. It came at a moment when a depression-mired populace looked expectantly, hopefully to a new Administration.

The new President's admonition, "... the only thing we have to fear is fear itself" won instant acclaim. It was an electric phrase, tuned to the times—but not a strikingly original thought. It was suggested at the time that Mr Roosevelt might have borrowed his thought from Thoreau who, in his Journal, on Sept 7, 1851, wrote: "Nothing is so much to be feared as fear." Observers could have dug a bit deeper and credited Montaigne who, in his 1st Book of Essays (1580) had said: "The thing of which I have most fear is fear."

Mr Roosevelt's phrase, in context, follows:

This is pre-eminently the time to speak the truth, the whole truth, frankly and boldly. Nor need we shrink from honestly facing conditions in our country today. This great nation will endure as it has endured, will revive and prosper. So first of all let me assert my firm belief that the only thing we have to fear is fear itself.

Quote

INTEGRATION—23

Integration thruout the country ultimately will be as successful as integration in baseball. — JACKIE ROBINSON, former 2nd baseman for Brooklyn Dodgers, in a YMCA public forum.

LABOR—Organization—24

Total annual collections from mbrs of unions in the U S and Canada, according to an estimate by the NIC, is approximately \$620 million per yr.

This is an increase of about \$162 million over 1955. The huge increase is accounted for by a boost in dues plus the addition of one million mbrs. — *Industrial Press Service.*

LAW—Lawyers—25

In a swiftly developing age like ours the law is sometimes anachronistic and often slow, but it embodies the best thought of the best minds and it is the only tried and proven method for making the golden rule come true in actual human relations.—HERBERT HARLEY, Jnl of the American Judicature Soc'y.

LIFE—Living—26

We are making a tremendous effort to extend the life of the many. But of what consequence is that extension unless the activity of the mind is also extended; unless we strive to live better rather than to make a better living?—Dr JOHN H FINELY, *Mgt Review.*

" "

If everyone who demanded thoughtfulness would also be thoughtful, life would be much more easily lived.—Ihre Freundin, Karlsruhe (QUOTE translation).

....pathways to the past.....



Nat'l Save-Your-Vision Wk Easter Seal Appeal (Mar 6-Apr 6)

Mar 2—The magazine, *Time*, celebrates its 35th b'day today.

Mar 3—105th anniv (1853) b of Vincent van Gogh, Dutch painter . . . 95 yrs ago (1863) U S Supreme Ct was increased to 10 justices. (Because of the possibility of tied decisions, the number was again reduced to 9 in 1869) . . . 40 yrs ago (1918) Russian Bolsheviks signed a separate peace treaty with Germany, Austria-Hungary and Turkey. (Russia, under Czar Nicholas II, had entered War I on the side of the Allied Powers) . . . 15th anniv (1943) beginning of Battle of Bismarck Sea, in which American airmen destroyed a convoy of 21 Japanese ships (War II).

Mar 4—*Presidents' Day* (sponsored by Presidents' Day Nat'l Committee "to foster a better understanding of American way of life") . . . 210th anniv (1748) b of Casimir Pulaski, Polish count, American Revolutionary hero. . . 90th anniv (1888) b of Knute Rockne, football coach, Univ of Notre Dame (d, 1931) . . . 65 yrs ago (1893) Grover Cleveland inaugurated for 2nd non-consecutive term. (A continuing argument arose as to his numerical status. He had been 22nd pres, with Benj Harrison succeeding him as 23rd. Question: Should he now be listed as 24th pres? *Congressional Directory* now lists him as 22nd and 24th pres, despite objections of

those who protest this is obvious inaccuracy.) . . . 25 yrs ago (1933) Franklin D Roosevelt inaugurated as 32nd pres of U S, in last inaugural ceremony held on historic Mar 4 (see GEM BOX.)

Mar 5—*Hebrew Fast of Esther*. . . 25 yrs ago (1933) Pres Franklin D Roosevelt declared a "bank holiday" to save nation's tottering banks . . . 25 yrs ago (1933) last "free" election in pre-war Germany gave Nazis 52% of seats in Reichstag. . . 5 yrs ago (1953) Premier Jos Stalin, of Russia, aged 73, died in his ap't in the Kremlin.

Mar 6—*Hebrew Purim* (6th & 7th).

Mar 7—*Feast of St Thomas Aquinas* . . . Thornton Wilder's *The Bridge of San Luis Rey* published 30 yrs ago (1928).

Mar 8—25 yrs ago (1933) during the historic "bank holiday" the county-seat town of Franklin, Ind, issued the 1st scrip money to be self-liquidating. The Chamber of Commerce put out \$2400 of scrip. (A 2-cent stamp was placed on each dollar every time it circulated. About \$900 was paid out. The full amt would have been paid had the banks not opened.)

Quote

MARRIAGE—27

We used to hear so much about youngsters running away from home to get married. In this day and time they get married and run back home.—*Wisconsin Jnl of Education*.

MARRIED LIFE—28

Often it is his wife who inspires a man to do things which she then won't let him do. — PORTO-RICHE, *Pourquoi Pas?* Brussels (QUOTE translation).

MODERN AGE—29

The modern child, hearing the Cinderella story, inquires whether, when a pumpkin turns into a golden coach, it's straight income or a capital gain.—BILL VAUGHAN, *V F W Mag.*

" "

Let's face it, he who calls a spade a spade isn't selling modern garden implements.—*Tit-Bits*, London.

MORALE—30

Organization morale has this in common with the iceberg — it's what's beneath the surface that counts most.—*S F C Spotlight*, hm, Saginaw Financing Corp'n.

MUSIC—31

The eventual result of having piped-in music everywhere we go will be that we will not hear any music, just as the lighthousekeeper does not hear the machinery whirling around; this relentless exposure to sound is the most paralyzing enemy of musical development.—SYDNEY J HARRIS, *Chicago News*.

Quote

OBJECTIVITY—32

The American intellectual and scholar today must decide, as Goethe put it, whether he is to be an anvil — or a hammer. Today, for many, the stage of the anvil . . . is complete. The question is whether he is to be a hammer—whether he is to give to the world . . . the broadest possible benefits of his learning. As one familiar with the political world, I can testify we need it. For example: The password for all legislation, promoted by either party, is progress. But how do we tell what is progress and what is retreat? Those of us too close to the issue, or too politically or emotionally involved in it, look to the objective world of the scholar.—Sen JOHN F KENNEDY, "Education & Culture, The Intellectual and the Politician," address delivered at Harvard Univ.

PATIENCE—33

When things don't jell as fast as we sometimes think they ought to, we are reminded of a favorite quotation of an old friend: "Have patience. You can do anything if you have patience. You can even carry water in a sieve . . . if you wait until it freezes."—*Watchman-Examiner*.

PEACE—34

Peace has a better chance when divided people have found out that the people on the other side of the gulf are—just like themselves — fathers and mothers and children.—*Sunday Graphic*, London.

POPULATION—35

Crowded? No wonder! It is estimated that 20% of all the people born in the civilized era are alive today.—*American Salesman*.



Tempo of the Times

While admitting that women comprise one of our better sexes, some administrators of the new aid-to-education plan express concern over the prospect of educating a considerable number of them at Fed'l expense.

Reference is, of course, to the proposal to provide 10,000 college scholarships annually to high school grads proficient in mathematics and science subjects. Some educators estimate a third of these awards may go to girls. Presumably most of the females will marry; a considerable number may desert the ranks of the gainfully employed before Uncle Sam reaps contemplated advantage from his bounty. It's what the *Wall St Jnl* terms "feminine fallout."

On the other hand it is emphasized that while only 38.5% of men who enter college remain to graduate, the figure for women is 40.5%. Moreover, as Prof Esther Lloyd-Jones, of Columbia Univ Teachers College (married; mother of 2) points out, an increasing number of women combine marriage and careers. Classic example: Dr Lillian Gilbreth, heroine of *Cheaper by the Dozen* biography, who mothered a houseful of chicks without sacrificing her occupation as a construction engineer.

" "

English-speaking nations are agreed that if you give an aggressor an inch, he's likely to take an 'l of a lot more. But there's no agreement amongst them as to what

constitutes an inch.

The U S, the United Kingdom and Canada each has a different inch measurement. The variation is not great—less than one part in 100,000. But it can be confusing in an era of missile precision.

Last wk, in an effort at clarification, the Nat'l Bureau of Standards proposed that the 3 nations, thru their standardizing agencies, agree on a precise relationship of the yard to the internat'l meter—world standard for all countries using the metric system. Thus an inch would be 2.54 centimeters. This is the present Canadian inch — between the U S and British standards.

" "

The next time you order a lunch-counter hamburger, you may find that the price has been upped another nickel. This advance is due to the fact that fewer cattle with that lean and hungry look are straggling into stock-yards these days. (It's these poor-quality animals that provide the meat for hamburgers.) With the drought broken, ranchers are re-building their herds; feeders are holding steers for further fattening. Hamburger now retails around 53 cts; yr ago it was about 34 cts.

Quote

PREJUDICE—36

Prejudice: Weighing the facts with your thumb on the scales.—*Catholic Digest*.

PROGRESS—37

Emergencies have always been necessary to progress. It was the darkness which produced the lamp. It was the fog that produced the compass. It was hunger that drove us to exploration. And it took a depression to teach us the real value of a job. — *Highways of Happiness*.

RUSSIA—America—38

If the Russians have surpassed us in science it is not because we lack brains or inventive genius, but because we have for yrs moved in anti-intellectual directions and failed signally to put forth an educational effort of sufficient power and scope.—ERNEST O MELBY, Prof of Education, Michigan State Univ, "Role of Evaluation in Improving Teaching," *Educational Leadership*.

SALESMANSHIP—39

A friend of ours, with one of the big packing co's, recently made a timely remark on the need for better sales training. He pointed to the scientific advances made in the breeding of cattle and contended that, in contrast, his outfit was doing a poor job in training salesmen.

"Matter of fact," he said wryly, "if the steers keep getting better and the salesmen keep getting worse, we'd better send out the steers with order books and chop up the men for hamburger."—ZENN KAUFMAN, Sales Consultant.

Quote

SCIENCE—Scientists—40

It is easy to find scapegoats to blame for our shortage of scientists. But most of all we must blame ourselves for the false image of the intellectual which too many of us either accepted or did not with sufficient vigor try to counteract. For too long the scientist was viewed as a strange, almost inhuman sort of person, sometimes even as a person capable of treason. Such a climate was no help to intellectual achievement.

We are now paying for this loss of self respect at home and a loss of standing among thinking people abroad. We asked other peoples to appreciate the "American Way of Life" and illustrated that way with photographs of well-mechanized kitchens. Now we are eating humble pie.—FREDERICK G MELCHER, editorial, *Publishers' Wkly*.

SEXES—41

When the tired businessman thinks of himself as a wolf, some cute starlet thinks of him as a mink.—SPIKE JONES, *Photoplay*.

SUCCESS—42

The successful man is the one who does what he has to do at the time he hates to do it most.—*Tit-Bits*, London.

TAXES—43

The (Marxist) slogan "to everybody according to his need, from everybody according to his abilities". . . is not generally regarded as admirable or consistent with self-respect in this country, but this is exactly what is involved in the philosophy which justifies our graded income tax. — PERCY W BRIDMAN, *Reflections of a Physicist* (Philosophical Library).

TIME—44

In the little town of Saar-Union, near Strassburg, there lives a family . . . that does not know whether it is French or German, or yet perhaps Anglo-Saxon. Its ancestors saw the invasions of Napoleon, the reprisals of Bismarck and Kaiser Wilhelm II, the return of the Allies, the rise and fall of Hitler, and the return once more of the Allies. Like flotsam on a wave, the family migrates and returns; the mother bearing each time a grandfather's clock wrapped in her apron. The clock has long since ceased to run. But what is time to them? They are "displaced persons," carrying their timepiece . . . but having no way to tell what time it is.—LOUIS W NORRIS, *Good Old Days* (Bookman).

TIME & SPACE—45

Space Age Report—This is the first Congress to try and grab votes out of the air—or beyond.—DAN KIDNEY, *Scripps-Howard New s-papers*.

TRUTH—46

Only when we recognize that the world is essentially equivocal have we any chance of reaching the truth.—RAYMOND ARON, *The Opium of the Intellectuals*, translated by TERENCE KILMARTIN (Doubleday).

WORLD RELATIONS—47

As Americans, we should deal with domestic problems as we have from the beginning of our republic, with an eye to the welfare of our people. We should hope that other peoples would approve; but, approve or not, that should be our firm policy.

I am confident that if we will keep separate and distinct our for'gn and domestic problems,

if we shall firmly deny the rights of others to intervene in the latter, we shall win more the respect of for'gn peoples than by a craven fawning before every world pressure group.—Dr DONALD S RUSSELL, pres, Univ of S Carolina, addressing Lions Club, Bamberg, S C.

" "

The principal shortage in the U S is not a shortage of resources, of uranium or petroleum or plutonium or magnesium . . . The principal shortage in the U S is a shortage of knowledge about the rest of the world.—NORMAN COUSINS, *Phi Delta Kappan*.

“

You'd like some fame to come your way?

You've only known rejection?

Well, just stay home from P-TA

The night they hold election!

—KAY NELSON, *Better Homes & Gardens*.

48

”

YOUTH—49

Youth today demands the excitement of a quick realization of results from intriguing techniques. In this age of competing stimuli, like hotrods and tv, youngsters are lifted sky-high and dropped to the depths when the excitement is over. To get them interested in something creative you've got to help them get immediate results or you never even catch their ears.—JAN DE SWART, quoted by CONRAD BROWN, "The Pure Research of Jan De Swart," *Craft Horizons*, 1-58.

Quote

GOOD STORIES

you can use...

.....



I Laughed At This One

HARRY ASHMORE

Pres, Fraternal Order of Eagles
State of Washington

The bartender in a southwestern Washington Aerie was busily shining the glasses when I walked in. "Must be expecting a big crowd," I said conversationally.

"Yup," said the bartender. "Some big shot from Seattle, the state pres, is talking here tonight."

I couldn't resist asking, "What kind of a guy is he?"

Well," said the bartender, "I hear he's a real nice guy but an awfully poor speaker."

66

That clergyman was an expert in human relations who was disturbed during a sermon by some noisy persons. He did not scold or manifest any sign of anger.

"I am always reluctant," he said quietly, "to expose those who misbehave during services, because of an experience I had some yrs ago. A young man who sat in front of me was laughing and making grimaces. I was annoyed and rebuked him severely. Later I was told that I had made a grave mistake. The man I had reproved was an idiot."

The noise-makers subsided. —
Wright Line, hm, Wright Line, Inc.

d

The farmer's wife was telling the village constable how her young visitor from the town had been using bad language. She feared an ill effect on her own child.

Later the policeman called. The young visitor opened the door.

"Are you the little girl who uses bad language?" he asked.

"Who told you?" was the answer.

"A little bird," said the policeman.

"Well," gasped the little girl, "I like that. And I've been feeding the little bastards!"—*Cambridge (England) Daily News.*

a

" "

In a supermarket the other day, I heard a wife remark philosophically to her husband: "Look at it this way, dear—the more it costs the more green stamps we get!"—
IVERN BOYETT.

b

" "

The young man had decided that Valentine's Day would be the most romantic time to propose to his sweetheart. When the stage was properly set, he dropped to one knee before her and said, "Darling, will you sail with me on the sea of holy matrimony?"

"Yes," repl'd his practical-minded girlfriend, "after you've made a large raft of money."—*Successful Farming.*

c

Quote

.....Quote-able QUIPS

The wife wanted to do some shopping during the day, so at breakfast she asked her husband for \$10.

"Money, money, money!" he shouted. "Every day of the wk you want more money. If you ask me, I think you need brains more than you need money."

"Perhaps so," his wife agreed, "but I asked you for what I thought you had the most of." — *Arkansas Baptist.* e

" "

A man who was very rich but noted for his stinginess was bombarding with questions a salesman in the car showroom. At last, indicating a certain model, he asked, "Does that one consume much gas?"

"A mere spoonful, sir," repl'd the exasperated salesman.

Asked the miser, "A teaspoonful or a tablespoonful?" — *Constellation,* f

" "

The "hot seat" is perhaps more venerable than we'd surmised. A writer in the *Manchester Guardian* rep'ts encountering the following paragraph in an old book of etiquette:

"When a Gentleman offers a Lady his chair he should engage her in conversation for a few moments, thus giving the seat time to cool."

An admirable technique, no doubt. But we wouldn't recommend it on a modern crowded bus or subway. Someone else would be pretty sure to swipe that seat, hot or cold! g

The scientist who doesn't have his head in the clouds these days is working on the wrong project. — *HAROLD COFFIN.*

" "

If money talks, why isn't it doing some explaining? — *CY N PEACE.*

" "

Some girls play hard to get until they become hard to take. — *CARL ELLSTAM.*

" "

News photographers in Hollywood seem to favor the clothes-up picture. — *ANNA HERBERT.*

" "

Parents should never stand in the way of a child. They're apt to get knocked down. — *MORRIE GALLANT.*

" "

What we need is a mirror with a little more consideration for middle-age. — *D O FLYNN.*

" "

A woman may lose face when she takes off her make-up, but many a man gains face when he takes off his hat. — *JULES HENRY MARR.*

" "

Anybody who isn't in debt these days is probably underprivileged. — *FRANKLIN P JONES.*

" "

For those people who like to worry, this is the life! — *DAN BENNETT.*

" "

What you don't know won't hurt you—and just look at all the people who haven't an ache or a pain! — *EDNA MAY BUSH.*

Quote

Two Greeks were watching their 1st football game. Said one to the other: "This is all American to me."—*Seng Fellowship News*, hm, Seng Co. h

light armour

Richard Armour



Dry Humor

A new way has been found to print money dry instead of wet. The dry process is 2½ times faster than the wet printing method. — News item.

As one who's trying hard to get money,
I'd never thought of dry and wet money,
For by the time it gets to me
It's always dry as dry can be.

Henceforth (I hope they are not joshing)
They'll print up money without sloshing,
And pile the greenbacks up in hills
And save a bit on water bills.

Henceforth, and very soon, one guesses,
They'll use these new, unmoistened presses,
And turn out currency unending
To keep apace with fiscal spending.

Yes, they can make it faster dry. . .
The question really is: can I?

Quote

The school orchestra was not playing very well at its first concert. A man in the audience could not quite make out the piece so he asked his neighbor, "Sorry, sir, what's this piece out of?" Came the quick reply, "Out of TUNE, sir!"—*Editorial, Instrumentalist.* i

" "

Shopping in a Milwaukee store the other day, a lady overheard 2 grayhaired women talking at a busy counter. "Gertrude has made me a grandmother at last!" one of them said.

"Congratulations!" said the other.
"What did she have?"

"Four boys and 2 girls. There was no time to take her to the hospital, so she had them at home."

Another woman, standing nearby, could not contain her astonishment. "Six babies, all born at home!" she exclaimed. "Why wasn't it in the paper?"

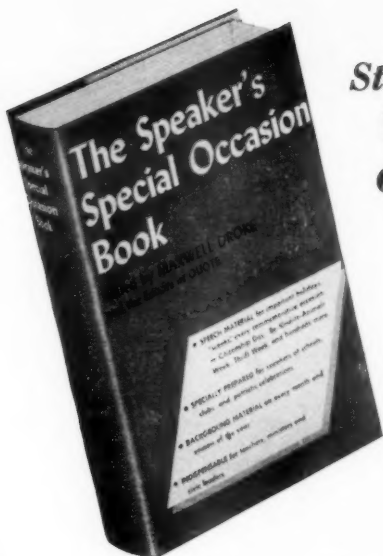
The grandmother sighed. "Unfortunately," she said, "Gertrude is my dog."—*Milwaukee Jnl.* j

" "

Overheard at an office party:
"Oh, yes, I like working for him very much. He's a perfect gentleman—all you have to do is slap his face once in a while."—E E KENYON, *American Wkly.* k

" "

The mother of a 10-yr-old boy who attends one of our local progressive schools reports that her offspring came home in a very despondent mood one recent afternoon. When she asked the boy what was eating him, he repl'd, "The psychologist gave us a test and found out I was the only one in my class who never wanted to kill anybody."—*New Yorker.* l



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" "

ZSA ZSA GABOR, giving sage advice to the less scintillating mbrs of her sex: "Girls, always wear enormous jewels. Remember, a large diamond make a girl look petite." 2-Q-t

SECOND CLASS MATTER

Edited by Alice Jacobs

We read once of an Englishman to whom a visiting Yank remarked that the British would have trouble with frozen water pipes as long as they persisted in installing them outside their houses. "Quite so," rep'd the unperturbed Britisher. "But then, you wouldn't want them to freeze *inside* the house, would you?"

Well, few of us have *that* problem, but now it's possible to keep them snug and unfrozen outdoors. Automatic heat tape kit, with bit-in thermostat, is designed to prevent exposed water pipes, poultry

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